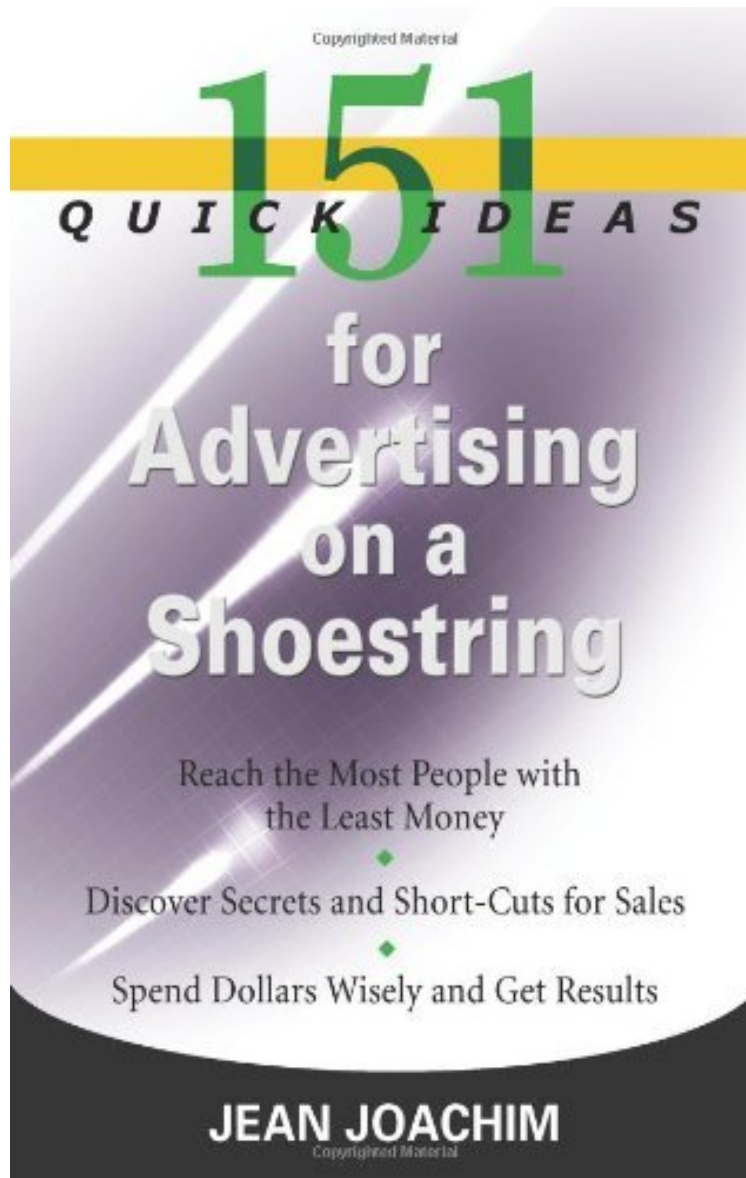


(Ebook free) 151 Quick Ideas for Advertising on a Shoestring

151 Quick Ideas for Advertising on a Shoestring

Jean Joachim

ebooks | Download PDF | *ePub | DOC | audiobook



[Download](#)

[Read Online](#)

#3327787 in eBooks 2008-02-28 2008-02-28 File Name: B001IV6K00 | File size: 43.Mb

Jean Joachim : 151 Quick Ideas for Advertising on a Shoestring before purchasing it in order to gauge whether or not it would be worth my time, and all praised 151 Quick Ideas for Advertising on a Shoestring:

0 of 1 people found the following review helpful. OutdatedBy Ivan ZrinscakBought this book looking for ideas... Got 151 of them. Unfortunately all of them outdated and full of....If you're time restrained small business owner look elsewhere for ideas.

Effective advertising can crush your competition and make your company soar. But for most small businesses, understanding advertising is like learning Chinese--difficult at best. Most entrepreneurs don't know what makes a good headline, how to buy printing, or what media to use. And for businesses with limited budgets, advertising "specialists" cost too much. So who can you turn to for help? Try 151 Quick Ideas for Advertising on a Shoestring. This invaluable book will give your advertising the lift it needs, at a lower cost. Inside you will learn how to find good customers inexpensively and use superior relationship marketing to keep them buying your products. You'll get ideas in all aspects of advertising, from databases and direct mail to Internet and e-mail. See where you can cut corners, and how to get cheap and even free advertising. Put forth in plain language, these ideas are simple to understand and easy to apply. Just one of these tried and tested tips could save your business thousands and thousands of dollars! Ideas such as:

- * Use testimonials in ads. They are credible advocates for your product or service.
- * Put a preprinted insert in the newspaper. It's cost efficient and can be used for other marketing.
- * Try national cable TV. It is cheaper than local broadcast.
- * Run insert cards with magazine ads. They can increase response four to six times.
- * Trade your products or services with radio stations for air time, instead of buying it.
- * Get a website. It is a global store that is open 24/7, and the consumer expects you will have one.

Jean Joachim discovered these secrets and short-cuts from sharp production directors, great sales reps, and savvy marketers who used advertising to build successful businesses. Now these money-saving tips are yours in 151 Quick Ideas for Advertising on a Shoestring.

About the Author Jean Joachim has spent over 25 years working in advertising and direct marketing for large, well-known firms such as Ogilvy Mather and McCann. She owned and operated her own advertising agency and direct marketing company. In her various positions, Joachim had to negotiate the lowest rates, select the right media to use, and write sizzling copy that got response. Currently an adjunct professor at The Laboratory Institute of Merchandising, she teaches direct marketing to college students about to enter the business world. Joachim lives in New York City with her husband and two children.